17 September 2015 - Met Office helps enable the safe and timely delivery of goods providing advanced and accurate weather forecast data supporting logistics operations.

The Met Office has launched a new type of forecast specifically designed to help retailers and suppliers get goods into supermarkets and shops safely and on time.

Hazard Forecast is designed for logistics and health and safety departments within retailers and suppliers. It helps to enable the safe and timely delivery of goods, providing advanced and accurate weather forecast data that supports logistics operations.

The product helps companies understand how the incoming weather will affect their business and can improve demand planning across their whole supply chain and is geared towards the customer's needs but focuses on road hazards.

Forecasts can be tailored according to specific locations, such as critical points on transport routes (including road junctions and bridges). This enables businesses to ensure safe conditions for drivers and choose both the right route and the right vehicle type for each delivery, for example, for the safe transportation of light cargo in high winds.

Barbara Napiorkowska, Retail Business Manager at the Met Office comments: "Weather is recognised as one of the biggest external factors influencing retail performance. Our new Hazard Forecast brings considerable benefits to a business responding to the increasing complexities of today's supply chains, and provides retailers and suppliers with clarity and confidence in planning transportation and weather-based decisions."

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